

State of California

Department of Consumer Affairs  
Bureau of Naturopathic Medicine

*"To educate and serve consumers of naturopathic medicine and license naturopathic doctors in a timely manner."*

Strategic Plan

June 16, 2005



Arnold Schwarzenegger, Governor  
*State of California*

Fred Aguiar, Secretary  
*State and Consumer Services Agency*

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*Bureau of Naturopathic Medicine*

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**Our Mission:**

To educate and serve consumers of naturopathic medicine and license naturopathic doctors in a timely manner.

**Our Vision:**

To be the recognized resource for California consumers on naturopathic medical healthcare services.

**Our Values:**

As a government agency dedicated to protecting consumers and regulating naturopathic doctors, the success and effectiveness of the Bureau depends on:

- Collaborative relationships with stakeholders in the decision-making process.
- Empathy, integrity, and understanding in serving consumers.
- Professionalism in serving the industry.
- Nurturing productive partnerships with consumers, licensees, and businesses.
- Licensing qualified applicants promptly.
- Educating consumers regarding the naturopathic medical profession.

## **Goals and Objectives:**

The Bureau of Naturopathic Medicine has adopted the following strategic goals for 2005-2007. As part of the ongoing planning and monitoring process, the stated goals will be reevaluated and adjusted, as necessary, to meet the needs of the profession.

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### ***Goal One:***

#### ***Enhance licensing processes and outcomes***

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- 1.1 Review existing application processes to ensure the timely, efficient, and accurate processing of all applications.
- 1.2 Establish performance improvement team to assess licensing process.
- 1.3 Develop baseline and performance measures for key aspects of the Bureau's licensing programs.
- 1.4 Develop a system to continually monitor and assess applicant satisfaction with the licensing process.
- 1.5 Establish re-certification examination by July 1, 2010.

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### ***Goal Two:***

#### ***Develop the Bureau's consumer and industry education and outreach efforts***

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- 2.1 Develop and make available informational material.
- 2.2 Identify opportunities to participate in consumer and industry meetings and conferences to inform and educate stakeholders about regulatory issues.
- 2.3 Identify information to enhance the Bureau's Web site.
- 2.4 Develop a plan to inform complimentary and alternative medical professions on the provisions of the Naturopathic Doctors Act.

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***Goal Three:***

***Establish statutorily-mandated advisory bodies***

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- 3.1 Establish a Formulary Advisory Committee.
- 3.2 Establish a Childbirth Attendance Advisory Committee.
- 3.3 Establish a Minor Office Procedures Taskforce.

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***Goal Four:***

***Develop the Bureau's enforcement and complaint mediation processes and outcomes***

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- 4.1 Develop a complaint mediation process for consumers filing complaints with the Bureau.
- 4.2 Develop disciplinary guidelines.